

**From:** Charles Cooper  
**Sent:** Thursday, March 20, 2008 4:51 PM  
**To:** BehavioralMarketingPrinciples  
**Subject:** Response to Behavioral Marketing

I have to say that your proposed guidelines do not go nearly far enough. I think that most people would rather pay to access certain sites than have to deal with constant ads that remind us that what we do on the Internet is far from private. The collection of any personal data should be something initiated by the consumer so, at the very least, consumers should have an opt-in option rather than the proposed opt-out. In addition, any information collected by these ad companies should be dedicated to the purpose of directing targeted ads to that consumer. Companies should have no option what-so-ever to do anything else with the data, including transferring it or selling it. Finally, the use of any data more private than a person's Google search results should be strictly prohibited.

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